

MEDIA ADVISORY

Media Advisory for

Tuesday, October 12, 2023

Contact

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REMEMBER, SUPPORT, and ACT to Achieve ZERO Deaths and Serious Injuries on Florida's Roadways November 17, 2023: World Day of Remembrance for Road Traffic Victims

Bradenton, FL – On Friday, November 17, 2023, at 5:30 p.m. law enforcement, local government, traffic safety advocates, community members, representatives from FDOT District 1, and families of traffic crash victims will gather at the intersection of SE State Road 70 and Tara Boulevard to commemorate World Day of Remembrance for Road Traffic Victims. Our goal is to achieve zero deaths and serious injuries on our roadways, while zeroing in on Florida's Target Zero messaging.

WHAT: World Day of Remembrance for Road Traffic Victims. Attendees at our event will collectively unite to REMEMBER, SUPPORT, and ACT to commemorate this year's World Day of Remembrance (WDoR) for Road Traffic Victims. World Day of Remembrance is also a day to highlight worldwide action for the Vision Zero platform. While this event is recognized around the globe, ***here in Florida, it will be a day to memorialize those who have died and honor those seriously injured on Florida's roadways while zeroing in on Florida's Target Zero messaging.*** Target Zero builds upon the Vision Zero belief by influencing dangerous driving behaviors ***before*** serious and fatal crashes occur. Attendees who wish to honor the memory of a loved one may bring a photo to include in a collage that will be displayed throughout the evening.

WHEN: Friday, November 17, 2023
Media Interviews 5:00 p.m. – 5:30 p.m.
Press Conference 5:30 p.m. (estimated run time, 30 minutes)

WHERE: SE Corner of State Road 70 at Tara Boulevard, Bradenton, FL, 34203
(first light, west of I-75, at exit 217)

WHO: Melissa Wandall, Ambassador for Target Zero Florida & President NCSR, FDOT District 1, Law Enforcement, EMS Personnel, City Council Members, and the Community at Large

WHY: Human lives matter. Florida's Target Zero initiative and those present at this event continue to establish a network of resources, advocacy, and information to share among community partners to achieve Zero deaths and serious injuries on Florida's roadways.

HASHTAGS: #SafeRoadsForAll #RememberSupportAct #WDoR2023
#TargetZeroFL #TogetherTowardZero #SafeStreetsForPeople